



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 18 May 2021.**

**Time Allowed: 3 hours.**

Answer any **THREE** questions in **SECTION I** and **TWO** questions in **SECTION II**. **ALL** questions carry equal marks.

**SECTION I**

**QUESTION ONE**

- (a) Explain five uses of a budget in an enterprise. (5 marks)
- (b) Suggest five reasons which could make a domestic entrepreneur invest in global markets. (5 marks)
- (c) Explain five drivers of product innovation in an enterprise. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Explain the term "egoistic entrepreneurs". (2 marks)
- (b) Summarise four internal factors that could motivate an individual to become an entrepreneur. (4 marks)
- (c) Highlight four functions of a risk management committee in an enterprise. (4 marks)
- (d) Explain five factors that might influence an entrepreneur to go for a business merger rather than a business acquisition. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Identify four objectives of government incubators. (4 marks)
- (b) Analyse four drawbacks of enterprises floating shares to the public. (8 marks)
- (c) An entrepreneur is inspired by opportunities and responds by exploiting them. Discuss four approaches of identifying business opportunities. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) With reference to legal frameworks, explain four challenges that might affect the operations of micro and small enterprises. (4 marks)
- (b) Explain four reasons why idea evaluation is an important step in determining the feasibility of a business venture. (8 marks)
- (c) Discuss four factors which have led to small business ventures becoming more popular in the contemporary business world. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Highlight four guidelines that a presenter could follow when handling questions. (4 marks)
  - (b) Explain four limitations of upward communication. (4 marks)
  - (c) (i) Distinguish between “office circular” and “circular letter”. (4 marks)
  - (ii) Assess four situations under which communication through a circular letter could be appropriate. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Summarise four preparations by an organisation before holding a meeting. (4 marks)
  - (b) Outline four benefits that could accrue to an organisation that adopts ethical communication. (4 marks)
  - (c) Explain four psychological barriers to effective communication. (4 marks)
  - (d) Discuss four disadvantages of using the internet in communication. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Explain four advantages of the use of audio-visual equipment in communication. (4 marks)
  - (b) Summarise four types of information which could be contained in an organisation’s newsletter. (4 marks)
  - (c) Justify four reasons why an organisation needs to constitute an ethics committee. (4 marks)
  - (d) Suggest four causes of inefficient filing of documents in an organisation. (8 marks)
- (Total: 20 marks)**
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CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 24 November 2020.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) State five reasons why organisations outsource services. (5 marks)
  - (b) Outline three important guidelines to be followed while developing an intellectual property strategy. (6 marks)
  - (c) (i) Explain the term “innovation”. (1 mark)
  - (ii) Examine four forms which innovation may take. (8 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Suggest five benefits to an entrepreneur arising from selection of the most appropriate business idea. (5 marks)
  - (b) Explain five obstacles which might hinder the immediate implementation of a business plan. (5 marks)
  - (c) Discuss five advantages of franchising to the franchisor. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) State five risks associated with small businesses which might threaten their survival. (5 marks)
  - (b) Outline five sources of long term finance for an entrepreneur. (5 marks)
  - (c) Discuss five steps followed by entrepreneurs while carrying out a feasibility study for new business. (10 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Analyse five differences between an entrepreneur and a small business owner. (10 marks)
  - (b) (i) In the context of generation of business ideas, explain the term “brainstorming”. (2 marks)
  - (ii) List four rules to be followed in a brainstorming session. (4 marks)
  - (c) Summarise four merits of pioneering a market with a new product. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain five techniques that could be used to hold an audience's attention throughout a presentation. (5 marks)
- (b) Discuss five contents of a request for proposals (RFPs). (5 marks)
- (c) You have been appointed as the Director of Strategy for BLC Ltd. Your first assignment is to review the company's strategic plan.

**Required:**

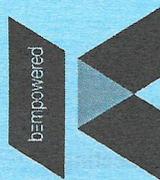
Draft a memorandum inviting members of staff in your department for a planning meeting. (10 marks)  
**(Total: 20 marks)**

QUESTION SIX

- (a) Suggest four ways in which the management of an organisation could effectively make use of grapevine channel of communication. (4 marks)
- (b) With reference to decision making in meetings, explain:
  - (i) Three advantages of consensus. (3 marks)
  - (ii) Three limitations of consensus. (3 marks)
- (c) Discuss five steps that could lead to effective listening. (10 marks)  
**(Total: 20 marks)**

QUESTION SEVEN

- (a) Explain the following terms:
    - (i) Online chat. (2 marks)
    - (ii) Webcam. (2 marks)
  - (b) Highlight six benefits an organisation could derive from the use of modern information technology. (6 marks)
  - (c) Evaluate five types of audiences in communication. (10 marks)  
**(Total: 20 marks)**
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CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**WEDNESDAY: 27 November 2019.**

**Time Allowed: 3 hours.**

Answer any **THREE** questions in **SECTION I** and **TWO** questions in **SECTION II**. **ALL** questions carry equal marks.

**SECTION I**

**QUESTION ONE**

- (a) Suggest eight ways in which entrepreneurship could drive economic development of a country. (8 marks)
  - (b) Highlight eight differences between shares and debentures. (8 marks)
  - (c) List four circumstances under which an entrepreneur would outsource business activities. (4 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Analyse five factors which an entrepreneur should consider when choosing a business incubator. (10 marks)
  - (b) Examine five conditions which should prevail to ensure a successful brainstorming session. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Explain six roles of innovation in entrepreneurship. (6 marks)
  - (b) With reference to intellectual property rights, discuss three types of patents. (6 marks)
  - (c) In the context of manufacturing entities, describe four types of information a business would require when developing the production and operation section of a business plan. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Discuss five stages in the creative process of transforming ideas into useful applications. (10 marks)
  - (b) Explain six reasons why business networking is important to an entrepreneur. (6 marks)
  - (c) Assess two avenues an entrepreneur could use to generate business opportunities. (4 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

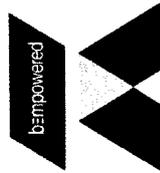
- (a) Highlight five guidelines followed while designing a questionnaire. (5 marks)
  - (b) Explain five benefits of an effective internal communication system to an organisation. (5 marks)
  - (c) Discuss five factors which should be considered while selecting a medium of communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Highlight six qualities of a good business report. (6 marks)
  - (b) Summarise six requirements for a notice of a meeting. (6 marks)
  - (c) Analyse four techniques for effective interviewing. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Outline four characteristics of ethical communication. (4 marks)
  - (b) Discuss four limitations of using e-mails in communication. (8 marks)
  - (c) Examine four demerits of using cell phones as a means of communication in the workplace. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 21 May 2019.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) Highlight five roles performed by venture capitalists. (5 marks)
  - (b) Explain five methods that an entrepreneur could use to tap into a business opportunity for a new venture. (5 marks)
  - (c) Discuss five reasons why an entrepreneur needs to conduct a market research before entering into foreign markets. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Outline five disadvantages of a sole proprietorship business. (5 marks)
  - (b) Explain five challenges that could inhibit the growth of women entrepreneurship in your country. (5 marks)
  - (c) Discuss five factors that have led to the global rise of information technology and service oriented businesses. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Suggest four factors which could inhibit carrying out a marketing research for an enterprise. (4 marks)
  - (b) Discuss three differences between a “manager” and an “entrepreneur”. (6 marks)
  - (c) Describe five stages of the life-cycle of a business enterprise. (10 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Justify four reasons why profit maximisation is important to an entrepreneur. (4 marks)
  - (b) Analyse four major types of business incubators. (8 marks)
  - (c) State four ways in which investors could offer support to an enterprise. (4 marks)
  - (d) Explain four possible impacts of frequent review of government regulations to small and medium enterprises. (4 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

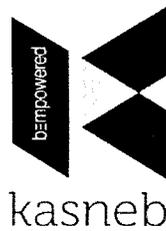
- (a) Outline three qualities of an effective business letter. (3 marks)
  - (b) (i) Explain the term “graphic communication”. (2 marks)
  - (b) (ii) Explain five reasons of using visual aids in a presentation. (5 marks)
  - (c) Analyse five technological trends that have influenced business communication in the 21<sup>st</sup> century. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Highlight five advantages of grapevine communication to an organisation. (5 marks)
  - (b) Outline five qualities of a good proposal. (5 marks)
  - (c) Suggest five measures that an organisation should put in place to prevent unethical behaviour. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Justify five circumstances that could necessitate an organisation to issue a press release. (5 marks)
  - (b) Discuss three situations which could be appropriate for the use of video conferencing. (6 marks)
  - (c) In relation to committees:
    - (i) Differentiate between a “standing committee” and an “ad hoc committee”. (4 marks)
    - (ii) Suggest five factors that could lead to ineffectiveness of a committee meeting. (5 marks)
- (Total: 20 marks)**
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**CPA PART I SECTION 1**

**CICT PART I SECTION 1**

**CIFA PART I SECTION 1**

**CCP PART I SECTION 1**

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 27 November 2018.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) Distinguish between an “entrepreneur” and a “small business owner”. (2 marks)
- (b) Examine five forces that could be driving the growth of entrepreneurship in your country in the recent past. (10 marks)
- (c) With reference to starting a new business venture through franchising, summarise four merits and four demerits of a franchisee. (8 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) (i) Explain the term “business incubator”. (2 marks)
- (ii) Highlight six services that could be provided to entrepreneurs by a business incubator. (6 marks)
- (b) List six characteristics commonly associated with entrepreneurs. (6 marks)
- (c) Summarise what an entrepreneur should do before implementing radical changes in a business. (6 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Discuss four approaches to corporate entrepreneurship. (8 marks)
- (b) Describe six essential features of a good business plan. (6 marks)
- (c) State three advantages and three disadvantages of financing a business through debt. (6 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) In the context of acquisition of an existing business, explain the term “due diligence”. (2 marks)
- (b) With reference to stages of entrepreneurial development, examine four types of entrepreneurs. (8 marks)
- (c) Assess five strategies that a business entity could use to enter a foreign market. (10 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

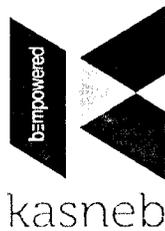
- (a) (i) With reference to internal communication, distinguish between “an order” and “an instruction”. (4 marks)
- (ii) From the supervisor’s perspective, analyse four ways of improving upward communication. (8 marks)
- (b) Suggest eight measures that an interviewer should take to ensure the success of an interview. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Summarise four qualities of an effective e-mail. (4 marks)
- (b) Describe the structure of a well written research proposal. (8 marks)
- (c) Discuss four documented information used in the process of conducting meetings. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) State five objectives of downward communication. (5 marks)
- (b) Explain five reasons for the importance of business ethics. (5 marks)
- (c) Examine five techniques of effective listening. (10 marks)
- (Total: 20 marks)**
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CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 22 May 2018.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) In relation to entrepreneurship:
- (i) Define the term "copreneurs". (2 marks)
  - (ii) Suggest four guidelines that copreneurs could observe to ensure success of a business venture. (4 marks)
- (b) State four barriers to creativity. (4 marks)
- (c) Describe five categories of trademarks. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Highlight four features of ordinary shares. (4 marks)
- (b) Explain six measures that should be undertaken by a business organisation wishing to establish an intrapreneurial culture. (6 marks)
- (c) Outline six principles of innovation. (6 marks)
- (d) Describe four ways in which an entrepreneur could utilise the internet as a resource tool. (4 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Imitation is a strategy used by entrepreneurs where they mimic strategies of other companies.  
With reference to the above statement, explain four merits of using imitation strategies to grow a business. (4 marks)
- (b) Explain six ways in which parties to a franchise arrangement could enhance their relationship. (6 marks)
- (c) Discuss five categories of information contained in the operation section of the business plan of a small scale manufacturing entity. (10 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) In the context of generation of business ideas, summarise six rules of brainstorming. (6 marks)
- (b) Analyse three sources of new product ideas available to an entrepreneur. (6 marks)
- (c) An acquisition is an action in which one firm buys most, if not all, of another firm's shares to assume its control.  
In the context of the above statement, explain four factors that an entrepreneur could consider before undertaking an acquisition. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Distinguish between the following letters of credit:
  - (i) With recourse and without recourse. (2 marks)
  - (ii) Confirmed and unconfirmed. (2 marks)
- (b) Short message service (SMS) marketing is a technique that mostly uses permission based text messaging to spread promotional messages.

Based on the above statement, explain six reasons why organisations are increasingly adopting SMS marketing. (6 marks)

- (c) Advertisement copy is the soul of an advertisement. It includes all written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers.  
With reference to the above statement, discuss five types of advertisement copy. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Explain five factors that web content developers should consider while developing a website. (5 marks)
  - (b) Describe five protocols that should be observed during the proceedings of a meeting. (5 marks)
  - (c) Outline five factors that a public speaker should consider when developing an audience profile. (5 marks)
  - (d) Describe five characteristics of effective business communication. (5 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Analyse four types of forms used in business communication. (8 marks)
  - (b) Discuss six factors that should be considered while selecting an appropriate media for communication. (12 marks)
- (Total: 20 marks)**
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CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 28 November 2017.**

**Time Allowed: 3 hours.**

**Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.**

**SECTION I**

**QUESTION ONE**

- (a) With reference to penetration of foreign markets, state three demerits of the use of licensing strategy. (3 marks)
- (b) In relation to e-commerce, explain the following terms:
- (i) Payment gateway. (2 marks)
  - (ii) E-solution providers. (2 marks)
  - (iii) Content providers. (2 marks)
- (c) Explain six ways in which an entrepreneur could benefit from e-commerce. (6 marks)
- (d) Describe five challenges that could be faced by an entrepreneur during the initial stage of venturing into an international market. (5 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Outline six ways in which an entrepreneur could benefit from a patent. (6 marks)
- (b) (i) Explain the term "conglomerate diversification". (2 marks)
- (ii) Highlight six reasons that could lead to conglomerate diversification. (6 marks)
- (c) Highlight six essentials of an ideal business plan. (6 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Analyse five benefits of business networking. (10 marks)
- (b) State six demerits of forming a joint venture. (6 marks)
- (c) Identify four skills that an entrepreneur should possess in order to manage a business effectively. (4 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Discuss five factors which influence business risks in an enterprise. (10 marks)
- (b) Enumerate ten reasons why many business start-ups fail before the end of their first year of operation. (10 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Outline the format of a formal proposal. (10 marks)
  - (b) Discuss five limitations of the use of internet as a source of information. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Analyse five guidelines to effective listening. (10 marks)
  - (b) Summarise ten ethical best practices in business communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) List six steps in consensus building. (6 marks)
  - (b) Explain four requirements of a valid meeting. (4 marks)
  - (c) Examine seven measures that might be instituted in an organisation in order to achieve effective inter-cultural communication. (7 marks)
  - (d) State three circumstances which may demand the use of audio-visual communication. (3 marks)
- (Total: 20 marks)**
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# KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

## ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 23 May 2017.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.

### SECTION I

#### QUESTION ONE

- (a) Highlight seven limitations of a franchise arrangement to a franchisee. (7 marks)
- (b) Describe the “organisation and management” component of a business plan. (5 marks)
- (c) Discuss four qualities of a good business opportunity. (8 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) Citing five reasons, justify why business enterprises strive to adopt innovations. (10 marks)
- (b) Summarise four economic factors that could impede the growth of entrepreneurship in developing countries. (4 marks)
- (c) Outline six characteristics of intrapreneurship. (6 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Describe six factors which investors consider before buying shares of a company. (6 marks)
- (b) With reference to new idea generation, development and communication, describe the creative process. (10 marks)
- (c) Highlight four pitfalls likely to be experienced by an entrepreneur while pursuing global patents. (4 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) Briefly describe the following entrepreneurial schools of thought:
- (i) Environmental school of thought. (2 marks)
  - (ii) Capital school of thought. (2 marks)
  - (iii) Displacement school of thought. (2 marks)
- (b) Discuss four finance related elements of a feasibility analysis report that are of interest to venture capitalists. (8 marks)
- (c) Outline six strategies which an enterprise could make use of to achieve success in e-commerce. (6 marks)
- (Total: 20 marks)**

### SECTION II

#### QUESTION FIVE

- (a) Summarise four objectives of carrying out an audience analysis while making a presentation. (4 marks)
- (b) With reference to group communication, distinguish between “seminar” and “workshop”. (4 marks)

- (c) With reference to non verbal communication, analyse four spatial zones. (8 marks)
  - (d) Describe four guidelines to be observed when communicating negative news to employees. (4 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Outline four benefits of video conferencing to an organisation. (4 marks)
  - (b) Summarise four guidelines for writing an effective news release. (4 marks)
  - (c) With reference to deciding ethical dilemmas, distinguish between “utilitarian approach” and “individual approach”. (4 marks)
  - (d) Assess four differences between a “report” and a “proposal”. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) In the context of communication, describe five sources of ethics. (10 marks)
  - (b) Identify six measures that a speaker should take to ensure clarity. (6 marks)
  - (c) Explain four purposes of an agenda for a meeting. (4 marks)
- (Total: 20 marks)**

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# KASNEB

CPA PART I SECTION I

CICT PART I SECTION I

CIFA PART I SECTION I

CCP PART I SECTION I

## ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 November 2016.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.

### SECTION I

#### QUESTION ONE

- (a) Outline five benefits of including a statement of cash flows in an entrepreneur's business plan. (5 marks)
- (b) Highlight seven factors which could be considered by a business while assessing the suitability of a potential market. (7 marks)
- (c) Business mergers involve the uniting of two or more entities to form a new entity.  
Citing an example in each case, describe four types of business mergers. (8 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) Summarise six limitations of focus group discussions in the context of development of business ideas. (6 marks)
- (b) Analyse two requirements necessary for effective decision making. (4 marks)
- (c) Describe five principles of effective time management. (10 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Explain four characteristics of innovators. (4 marks)
- (b) Describe six environmental conditions that are suitable for the thriving of technological innovations. (6 marks)
- (c) Analyse five limitations of going public with specific reference to public companies. (10 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) Assess five categories of e-commerce practised in the business world today. (10 marks)
- (b) Discuss three types of business networks available to an entrepreneur. (6 marks)
- (c) Enumerate four benefits that a business could derive from using telemarketing as a direct marketing tool. (4 marks)
- (Total: 20 marks)**

### SECTION II

#### QUESTION FIVE

- (a) State five differences between "oral" and "written" communication. (10 marks)
- (b) Planning is required before writing a business report.  
In relation to the above statement, summarise five steps involved in the planning for a business research report. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Enumerate five characteristics of ethical communication. (5 marks)
  - (b) Highlight five features found in modern franking machines. (5 marks)
  - (c) Analyse five types of audiences in the context of business communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) "Groupthink" occurs when a homogeneous highly cohesive group is so concerned with maintaining unanimity that they fail to evaluate all the alternatives and options.  
  
In relation to the above statement, highlight six measures that could be taken to minimise groupthink during a meeting. (6 marks)
  - (b) State six qualities of an effective interviewer. (6 marks)
  - (c) Analyse four key vocal features that convey meaning while making a presentation. (8 marks)
- (Total: 20 marks)**
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# KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

## ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 2016.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.

### SECTION I

#### QUESTION ONE

- (a) With the use of suitable examples, distinguish between “business incubators” and “research and technology parks”. (4 marks)
- (b) Analyse three types of trademarks which are commonly used in businesses today. (6 marks)
- (c) Explain five ways in which brainstorming, as a method of generating business ideas could be made more effective. (5 marks)
- (d) Highlight five reasons why a business plan is important to an entrepreneur. (5 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) Suggest five ways in which an enterprise could enhance its competitive advantage. (5 marks)
- (b) Outline five advantages of managing risks to a business enterprise. (5 marks)
- (c) In the context of ethics, summarise five characteristics of each of the following approaches:
- (i) Immoral enterprise management approach. (5 marks)
- (ii) Moral enterprise management approach. (5 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Explain six benefits of outsourcing to an enterprise. (6 marks)
- (b) Distinguish between “creativity” and “innovation”. (4 marks)
- (c) Describe the five steps in the pre-start up phase of a new venture. (10 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) Discuss five strategies employed by entrepreneurs to penetrate global markets. (10 marks)
- (b) (i) Define the term “marketing mix”. (2 marks)
- (ii) In relation to entrepreneurship, analyse the 4P’s of marketing mix. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Describe three types of minutes. (6 marks)
  - (b) Highlight six features of a letter of transmittal. (6 marks)
  - (c) Discuss four principles of effective communication. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) (i) Define the term "ethical dilemma". (2 marks)
  - (ii) Highlight four guidelines of handling ethical dilemmas. (4 marks)
  - (b) Outline six steps to be followed while making a presentation. (6 marks)
  - (c) (i) Explain the term "bypassed instructions" in relation to barriers to communication. (2 marks)
  - (ii) Describe how one could overcome the barrier identified in (c)(i) above. (6marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) (i) Explain the term "Wi-Fi" in relation to wireless networking technology. (2 marks)
  - (ii) Discuss five benefits that could accrue to an organisation from the use of wireless networking technology. (10 marks)
  - (b) Examine four elements of non-verbal communication. (8 marks)
- (Total: 20 marks)**
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# KASNEB

CPA PART I SECTION I

CICT PART I SECTION I

CIFA PART I SECTION I

CCP PART I SECTION I

## ENTREPRENEURSHIP AND COMMUNICATION

MONDAY: 23 November 2015.

Time Allowed: 3 hours.

Answer any **THREE** questions in **SECTION I** and **TWO** questions in **SECTION II**. **ALL** questions carry equal marks.

### SECTION I

#### QUESTION ONE

- (a) Entrepreneurs from all over the world recently converged in Kenya for the Global Entrepreneurship Summit co-hosted by both the governments of Kenya and United States of America.

In relation to the above statement, explore eight ways which a government could employ, to inspire its citizens to become entrepreneurs. (8 marks)

- (b) Justify six reasons why an entrepreneur should have a well defined business strategy before venturing into business. (12 marks)  
**(Total: 20 marks)**

#### QUESTION TWO

- (a) Enumerate eight obligations of the franchisor in a franchise arrangement. (8 marks)
- (b) Analyse six ways of enhancing creativity in an organisation. (12 marks)  
**(Total: 20 marks)**

#### QUESTION THREE

- (a) Explain the term "techpreneur". (2 marks)
- (b) Summarise six shortcomings of a business plan to an entrepreneur. (6 marks)
- (c) Describe the six developmental stages of a business. (12 marks)  
**(Total: 20 marks)**

#### QUESTION FOUR

- (a) Describe five factors that might inhibit the development of an entrepreneurial culture in an organisation. (10 marks)
- (b) An entrepreneur may find it necessary to carry out a feasibility study in order to determine whether a business idea is worth exploiting.

In relation to the above statement, explain five steps to be followed when carrying out the feasibility study. (10 marks)  
**(Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) In the context of communication process, explain the term “information richness”. (2 marks)
- (b) Outline eight characteristics of a well written business report. (8 marks)
- (c) Describe ten fundamental parts of a business letter. (10 marks)

**(Total: 20 marks)**

**QUESTION SIX**

- (a) Distinguish between the following terms as used in communication:
  - (i) “LANS” and “WANS”. (2 marks)
  - (ii) “Critical listening” and “casual listening”. (2 marks)
  - (iii) “Flowchart” and “flip chart”. (2 marks)
  - (iv) “Telecommunicating” and “telecommuting”. (2 marks)
- (b) Describe six stages in the communication process. (12 marks)

**(Total: 20 marks)**

**QUESTION SEVEN**

- (a) (i) Define the term “groupware” in relation to sharing of information. (2 marks)
- (ii) Outline five conditions that might lead to a successful implementation of groupware in an organisation. (5 marks)
- (b) Suggest five reasons why organisations hold meetings. (5 marks)
- (c) Describe four basic channels of communication. (8 marks)

**(Total: 20 marks)**

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# KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

PILOT PAPER

September 2015.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

## SECTION I

### QUESTION ONE

- (a) Differentiate an entrepreneur from a business person. (4 marks)
- (b) From definitions, entrepreneurs are value creators.  
Discuss the value creation process of entrepreneurship. (8 marks)
- (c) Explain the role of entrepreneurship in achievement of Kenya's vision 2030. (8 marks)
- (Total: 20 marks)**

### QUESTION TWO

- (a) Define the term "risk management" from entrepreneurs' point of view. (2 marks)
- (b) Discuss the four forms that entrepreneurship innovation can take. (8 marks)
- (c) Illustrate how Maslow's hierarchy of needs theory act to motivate an individual into entrepreneurship. (10 marks)
- (Total: 20 marks)**

### QUESTION THREE

- (a) Illustrate the steps followed in carrying out a feasibility study. (5 marks)
- (b) Wangeci has just discovered how to grow a "Mega Rose Flower" from grafting three totally unrelated plants.  
Discuss the process of ensuring her new discovery remains unpirated, stating the institutions in your country she has to work with. (10 marks)
- (c) Why do micro and small enterprises find it necessary to go global? (5 marks)
- (Total: 20 marks)**

### QUESTION FOUR

- (a) Discuss importance of any three chapters of a business plan to a named third party. (6 marks)
- (b) Omar from northern part of your country started a business with 10 camels. One day he bought 100 camels. 3 died while 7 got triplets. After selling, he was left with 13 camels as closing stock. Each camel cost him Sh.30,000 and he sold each at a margin of  $33\frac{1}{3}\%$  on the selling price.  
If he paid his assistant a daily allowance of Sh.2,000, calculate his gross profit and net profit for the day assuming that he did not sell the triplets. (8 marks)
- (c) Explain the purpose of a Wi-Fi connection to Omar's business. (6 marks)
- (Total: 20 marks)**

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**SECTION II**

**QUESTION FIVE**

- (a) Explain the components of a business letter. (7 marks)
  - (b) Critique teleconferencing as a mode of business communication. (8 marks)
  - (c) Illustrate how ethics and integrity affect business communication. (5 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Discuss the role of the chairman in a company's annual general meeting. (6 marks)
- (b) In relation to international trade, explain the meaning and relevance of the acronym "CIF". (4 marks)
- (c) Okili Abuor is determined to sell her carvings in Japan. However, the only two languages she knows are English and Dholuo which are foreign to most of her prospective clientele.

Explain how Okili Abuor can overcome the challenge. (10 marks)  
**(Total: 20 marks)**

**QUESTION SEVEN**

- (a) Explain how fibre optic cable is impacting on entrepreneurship in your country. (8 marks)
  - (b) Despite the effort in initiating corporate social responsibility programs, your organisation has been constantly accused of not observing human rights amongst its neighbours. Consequently, your chief executive officer has tasked you with the responsibility of coming up with a press release to correct the situation.
    - (i) Explain the prior preparations needed before the press release. (6 marks)
    - (ii) Prepare a one page write up for the presentation. (6 marks)
- (Total: 20 marks)**
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